



WTVD-TV DURHAM  
411 LIBERTY STREET  
DURHAM NC 27701

Acknowledgment of Agreement Between WTVD-TV DURHAM and

DATE: 11-06-2012 PAGE: 1 of 3

INNOVATIVE ADVERTISING INC. - 11360  
ATTN: HEIDI GUERRA  
4250 HWY 22, SUITE 7  
MANDEVILLE LA 70471

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
404067	10-30-2012	11-05-2012	5	NC JUDICIAL COALITION	NC JUDICIAL COALITION	POLITICALS	WTVD - DURHAM

Agency Est# 1038			SAR # 247592	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-31-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 247592		
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
1	10-31-2012	11-02-2012	05:58AM - 07:00AM	EYEWITNESS NEWS AT 6AM ( MONDAY -FRIDAY)	1	30			X	X	X			3	850	3	2,550.00	
2	11-05-2012	11-06-2012	05:58AM - 07:00AM	EYEWITNESS NEWS AT 6AM ( MONDAY -FRIDAY)	1	30	X	X						1	850	1	850.00	
3	10-31-2012	11-02-2012	05:00AM - 05:30AM	EYEWITNESS NEWS AT 5:00 AM (MONDAY-FRIDA	1	30			X	X	X			3	700	3	2,100.00	
4	11-05-2012	11-06-2012	05:00AM - 05:30AM	EYEWITNESS NEWS AT 5:00 AM (MONDAY-FRIDA	1	30	X	X						1	700	1	700.00	
5	10-31-2012	11-02-2012	06:58AM - 09:00AM	GOOD MORNING AMERICA (MONDAY-FRIDAY) (83	1	30			X	X	X			3	850	3	2,550.00	
6	11-05-2012	11-06-2012	06:58AM - 09:00AM	GOOD MORNING AMERICA (MONDAY-FRIDAY) (83	1	30	X	X						1	850	1	850.00	
7	10-31-2012	11-02-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)	1	30			X	X	X			3	200	3	600.00	
8	11-05-2012	11-06-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)	1	30	X	X						2	200	2	400.00	
9	11-03-2012	11-03-2012	08:00AM - 09:00AM	GOOD MORNING AMERICA SATURDAY (1883)	1	30						1		1	1,000	1	1,000.00	
10	11-04-2012	11-04-2012	10:00AM - 11:00AM	THIS WEEK SUNDAY 10-11A (800)	1	30							1	1	600	1	600.00	
11	10-31-2012	11-02-2012	05:28AM - 06:00AM	EYEWITNESS NEWS AT 5:30 AM (MONDAY-FRIDA	1	30			X	X	X			3	850	3	2,550.00	
12	11-05-2012	11-06-2012	05:28AM - 06:00AM	EYEWITNESS NEWS AT 5:30 AM (MONDAY-FRIDA	1	30	X	X						2	850	2	1,700.00	
13	10-31-2012	11-02-2012	05:28PM - 06:00PM	EYEWITNESS NEWS 5:30PM (MONDAY-FRIDAY) (8	1	30			X	X	X			3	2,000	3	6,000.00	
14	11-05-2012	11-05-2012	05:28PM - 06:00PM	EYEWITNESS NEWS 5:30PM (MONDAY-FRIDAY) (8	1	30	1							1	2,000	1	2,000.00	
15	11-03-2012	11-03-2012	07:00PM - 07:30PM	EYEWITNESS NEWS SAT 7-730P (838)	1	30						1		1	2,500	1	2,500.00	

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Contract No 404067	Contract Dt 10-30-2012	Revision Dt 11-05-2012	Rev# 5	Advertiser NC JUDICIAL COALITION	Brand NC JUDICIAL COALITION	Product Code POLITICALS	Station/Market WTVD - DURHAM										
Agency Est# 1038			SAR # 247592	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-31-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)					Package N	Contract Title 247592			
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
16	10-31-2012	11-02-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)	1	30			X	X	X			3	850	3	2,550.00
17	11-05-2012	11-05-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)	1	30	1							1	850	1	850.00
18	10-31-2012	11-02-2012	06:58PM - 07:30PM	JEOPARDY ( MONDAY-FRIDAY) (898)	1	30			X	X	X			3	3,200	3	9,600.00
19	11-05-2012	11-05-2012	06:58PM - 07:30PM	JEOPARDY ( MONDAY-FRIDAY) (898)	1	30	1							1	3,200	1	3,200.00
21	11-05-2012	11-05-2012	07:58PM - 10:00PM	MONDAY PRIME 8-10P (795)	1	30	1							1	4,000	1	4,000.00
			----- ITEM LINE NOTE ----- DWTS														
22	11-02-2012	11-02-2012	10:00PM - 11:00PM	FRIDAY PRIME 10-11P (791)	1	30					1			1	1,700	1	1,700.00
			----- ITEM LINE NOTE ----- 20/20														
23	11-03-2012	11-03-2012	08:00PM - 11:30PM	ABC'S COLLEGE FOOTBALL PRIME (5877)	1	30						1		1	2,500	1	2,500.00
24	10-31-2012	10-31-2012	10:00PM - 11:00PM	WED PRIME 10-11P (814)	1	30			1					1	3,500	1	3,500.00
			----- ITEM LINE NOTE ----- NASHVILLE														
25	11-01-2012	11-01-2012	08:00PM - 09:00PM	PRIME SPECIALS (797)	1	30				1				1	3,000	1	3,000.00
			----- ITEM LINE NOTE ----- CMA														
26	11-04-2012	11-04-2012	09:00PM - 10:00PM	SUNDAY PRIME 9-10P (855)	1	30						1		1	2,600	1	2,600.00
27	11-02-2012	11-02-2012	07:58PM - 09:00PM	FRIDAY PRIME 8-9P (792)	1	30					1			1	3,300	1	3,300.00
			----- ITEM LINE NOTE ----- LAST MAN/MALIBU														
28	11-03-2012	11-03-2012	12:00PM - 03:30PM	COLLEGE FOOTBALL 12-330PM (843)	1	30						1		1	2,500	1	2,500.00

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Agency Est# 1038			SAR # 247592	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-31-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)	Package N	Contract Title 247592							
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
29	11-03-2012	11-03-2012	07:28PM - 08:00PM	WHEEL OF FORTUNE SAT (900)	1	30						1		1	1,500	1	1,500.00
M	MG Group #	Preempted	Rate Reason	MG Description		Duration											
	337005	11-03-2012	1,500 SPORTS PGM RAN LATE	2 X 30 @ \$750 T 05:28AM - 06:00AM - 11/06/12-11/06/12 (808)	1	30		X						2	750	2	1,500.00
		Total:	1,500											Preempt Total:		-1	-1,500.00
30	11-02-2012	11-04-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY	1	30					X		X	2	1,800	2	3,600.00
31	11-05-2012	11-05-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY	1	30	1							1	1,800	1	1,800.00
														Contracted Gross Total:		49	73,150.00
														Actual Gross Total:		50	73,150.00
														Agency Commission:			10,972.50
														Net Total:			62,177.50
Month/YR		Preempted		Made Good		Contract Total		Adjustments				Actual Total					
Nov 12		1,500.00		1,500.00		73,150.00		0.00				73,150.00					
TOTAL		1,500.00		1,500.00		73,150.00		0.00				73,150.00					

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